

Meetings Africa puts Joburg centre stage

[Meetings Africa](#), which takes place at the Sandton Convention Centre from 21-23 February 2011, is a top priority for the Johannesburg Convention & Events Bureau, a division of Johannesburg Tourism Company (JTC), which is focused on aggressively promoting the city as a leading global destination for business tourism, as this is a key driver for economic growth and development.

The JTC, together with bid partners SA Tourism (SAT) and the Sandton Convention Centre, is optimistic that this year the expo will exceed expectations.

"This year we anticipate welcoming an increased number of exhibitors, media, visitors and 100 international hosted buyers to the expo. We look forward to showcasing our city in line with our "Rediscover Joburg" destination activation campaign," says Lindiwe Kwele, Joburg Tourism Company CEO.

"Now it's incumbent on us to seize the opportunity to maintain the 2010 FIFA World Cup momentum and continue showcasing Joburg, in the face of increased overseas media interest and positive perceptions. The World Cup has left us with a legacy of not only improved infrastructure and unique transport features, but also increased hotel inventory and stadiums that we need to fill."

"Joburg is open for business and we have the capacity to host events across a spectrum of size, scope and price. Our conventions bureau and events team is also primed to assist with supplying all the necessary advice and support services relating to meetings, conventions, exhibitions and incentives", concludes Kwele.

Go to www.joburgtourism.com for more information.